# Synopsis

# "A Study on Impact of Social Media Marketing on the Development of Productivity System and Consumer Behaviour in Parbhani District."

A Synopsis submitted for the degree of

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***SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY,***

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# Synopsis

## Title: - "A Study on Impact of Social Media Marketing on the Development of Productivity System and Consumer Behaviour in Parbhani District."

## ➢ History:

In 1995, classmates.com helps to establish connection and communication with their classmates where they have previously studies. Now the website has forty million users. This website doesn't permit the users to connect with different users; it permits to establish communication only with the users who studies in the same college. Six degrees.com started in 1997, the earlier social networking website that permits its members to establish communication with different users.

Social networking began with the on-line communities like Theglobe.com which was started in the year 1994, Geocities started its working in the year 1994 and Tripod.com started in the year 1995. This community centred on user interaction by way of chatting and helps social media users to share personal data and concepts via websites by providing free web space for websites. Classmates.com has a new approach by having links to every user through mail. In 1990s, user profiles were a feature of Social Networking Sites, permits users to have a list of friends and search for different users with interests of similar nature.

In 1987, online social network were witnesses with the users in Green Net within the Britain who communicates with their colleagues at the Institute for Global Communications (IGC), earlier termed as Peace Net and Eco Net, in the US. People shared information in a method which will be thought-about online social networking. When we take these features in into consideration, then we can say that the Social Networking Sites already exists even in 1990"s. It is possible to do several of the items, since the olden days that social networking website users do currently, like creating personal websites and human action with others through interfaces such as internet relay chat, online forums and communities. Several function of Social Networking Sites what we have today was there in late 1990"s.

Six degrees.com which was established in 1997, as a company permits its users to maintain profiles, friends list which helps them to connect each other. The company was closed after 3 years of establishment because it failed to perform well. The reason for failure was less usage of net and there were limited number of social networking sites. There was dating sites with different user profiles, but the sharing of profiles were absent during that time.

In 1999, live journal was created which helps to exchange journal with their friends. A Korean company named cyworld was started in the year 2001, with the option of soail networking. In Sweden, lunarstrom was created followed by cyworld which has option of maintain friend"s list. A website with name ryze was created with the aim of establishing connection with business people in san franscisco. Similar social networking sites like

friendstr, likendin, Tribe was established one by one. Tribe was familiar with business people, friendstr was failed to withstand in the market during the infant stage but gained momentum in the later stage.

Many new social networking sites came into existence with many advances options for the users to maintain friend list and to communicate with friends. In 2002, friends to gained importance and many people started using it followed by MySpace, LinkedIn and bebo. Because of the increase in usage of social networking sites, in 2005 my space was viewed by more people than Google. In 2004, face book, the largest & most popular social networking website was launched.

LinkedIn the famous website was concentrated on developing and establishing employment and business networks. Flickr was established for a specific purpose of photo sharing. My space became a competitive website to other social networking site including friendstr. My space permits users to customize their profile which got heavily attracted by the user community and the position of holding largest users in social networking sites. Increase of love passion and fashion for Social Networking Sites, many teams additionally ventured this field. The other Social Networking Sites that emerge during this period includes YouTube, Zoomr and BlogSpot.

For the people at the age of 50 and above, sagazone was started in the year 2007. With the advancement of technology and growth in the usage of net users social networking sites began to grow leaps and bounds among the internet users particularly among the kids. The main of thee social networking sites is to locate friends, permitting the users to communicate with friend of friends, share photos, establish chats, develop business networks, create employment opportunities through known sources, sharing of information and experience about product and services. At the end of 2010, there were numerous sites for social networking and millions of people were users of these sites

## ➢ Introduction:-

Now a day, due to changes in communication technology, innovation and dynamics in different ways of communication, instant access to information has given birth to new tools for communication and social media is one of them. The emergence and popularity of social networking sites is useful for an individual to meet new people also helpful to discuss, interact, share information and be active and visible on social networking sites. This helps for smooth interaction between individuals and businesses. Social media helps to reduce the gap between this. Now a days, most of youngsters uses social networking sites to look for their friends online to interact with them, chat, sharing information with them, upload videos and posts photos and comments etc. on networking site. People look for social media because for sharing their common interests and goals. Day by day, importance of social media has been increasing which has impact on online marketing.

In today's competitive world, the online brands were fighting for marketing their products online as well as create impact in the minds of consumers. Social networking sites

helps to create interest in the brand and also to build trust in the mind of consumers which will leads to good brand building activity. Online companies uses social blogs, networking sites like Facebook, LinkedIn, Twitter, You tube etc. for marketing their products in online consumer markets. By increasing its importance day by day, which attracted more than five million every day, Thus importance and presence of these sites is helpful for ecommerce industries for marketing. With the beginning of internet which transform the uses of web based technology has increased through a succession of social networking sites that provides platform for businesses to get an exposures for their brands in online market with aim to maximize profit and expand their business with customer satisfaction.

Besides this, online companies can reach directly to their target audience especially internet users to stay in constant touch with them to understand their tastes, preferences for products, to upgrade their customer services etc. this helps to formulate strategies for promoting the products in market. This provides sufficient platform to receive prompt feedback from their customers. One to one interaction is possible in online shopping sites. A positive word of mouth about products and services, leads for customer satisfaction. A good customer base leads to customer retention which helps company for brand awareness, improve sales and increase market share. Thus if plan and executed properly, social media is cost effective online promotions.

Social media allows online companies to sell their products in local market through broadcasting their features, quality, offers etc. and by providing interesting and relevant content for keeping customers engaged. It gives an opportunity for e-commerce companies for product development, branding and for customer service. The focus of social media is on broadcasting content that provokes real time conversations, and helps consumer to get motivated and connected in their decision- making process to buy the products. Social networks are now days are important systems for their lives. Customers seek positive mentions to reinforce a decision. They have rapidly become indispensable."

Now a days, customers are becoming more active and comfortable with online shopping, this could be attributed to various factors such as busy modern lives, Longer working hours, ability to browse products from the comfort of one's home, wider range of options available etc. with variety of reasons such as shopping of apparels, shoes, leather belts, hand bags, jewellery etc., social and online business networking sites helps for businesses to do business networking, researching high quality and variety of products and services for their customers through social media.

## ➢ Meaning & Definition:-

It is termed as the collection of online communication of various inputs which may be community-based or individual, interactions, intercommunications, contents sharing, websites and many more among different users". Whereas various social media specialists define the term Social Media and their definitions on the various points: it's

An on-line medium powered by the net for social communication.

A two-way communication medium.

A medium that permits creation and exchange of information.

A medium that is supported by web technology services.

Are platforms like Twitter, Facebook, Social Gaming, Blogs, Social Bookmarking, etc.

- **Overview:-**

Social media usage is on the rise, which defines the modern business scene existing where clients are crucial for the companies. Due to the widespread use of the social web, there have been major and quick changes in how, when, and where businesses must interact with their customers. Customers today actually do exist, on a variety of social networking sites, and they choose to communicate and share information there. They mostly use their computers and mobile devices for this kind of interaction and communication. More than any other source of information, consumers now consult peers and unconventional industry influencers before making any kind of purchasing decisions via social networking platforms. Companies will need to modify their business strategies, use new technology, increase their marketing and PR efforts, and change and adapt their corporate cultures in order to succeed in this hyper connected environment. Businesses will need to find, inform, and interact with their present and potential customers on social media platforms like Facebook , Instagram ,Twitter, Pinterest, and other similar ones because that is where they prefer to communicate.

Online shopping through a website or branded app is referred to as e-commerce. The platforms like Big Commerce, Shopify, or Amazon. Customers can browse the websites on desktop or mobile devices. Customers are attracted to the online store via top-of-the-funnel approaches such as digital advertisements, social media posts, and other marketing strategies. The customer must then go through more steps in the purchasing process after arriving at the business, each of which increases the likelihood that they will lose interest and a possible sale. Not to mention that 86% of mobile users abandon their carts, and 92% of active users access the internet through mobile devices. Sadly, not all e-commerce sites are mobile-friendly. Social commerce brings the store to the client, meeting them wherever they are, as opposed to sending customers to an internet store. Social commerce eliminates extra processes and streamlines the purchasing process by allowing customers to pay directly through social media platforms. This makes the customer's experience more frictionless and increases sales for the retailer. Additionally, social commerce is a very accessible approach to reach a range of consumers because social media platforms are designed to be mobile-friendly.

Since the beginning of time, most people have had an innate urge to enhance their appearance. This urge is satisfied by purchase of trendy apparels, which have substantially changed over time due to advancements in science and technology. Evidently, the global apparel industry is anticipated to grow consistently at a compound annual growth rate (CAGR) of 9.8%, the size of the global apparel market is predicted to increase from $551.36

billion in 2021 to $605.4 billion in 2022. At a CAGR of 8.6%, the global clothing market is projected to reach $843.13 billion in 2026. (Apparel Market Analysis, Size And Trends Global Forecast To 2022-2030, n.d.)Social media has developed over time from a simple storytelling platform to a crucial marketing tool. As a result, consumers are no longer passive observers but rather active participants who seek advice from others' shared experiences before deciding to make a purchase.

So, one of the most direct ways to interact with customers and establish a solid, longlasting brand reputation is through social media marketing. The idea of social media influencers (SMI), or people with a sizable following on social media platforms, has emerged as a result of this. In essence, these social media influencers are the new forces behind apparel promotion. They achieve this by serving as a direct and reliable source of information for its users through posts (which could be in the form of text or audio/video). Consumers are drawn to SMIs' postings, which encourage them to follow them and ultimately increase their likelihood of buying the aforementioned apparel items.

## ➢ Social Media Marketing:-

Social media is most popular method of social communication. In 21st century, most of the youth in day to day life uses of social networking sites. Social media is the integration of and social communication through media; through collection of online tools that facilitate interaction and communications between users. Now a days, most of youngsters uses social networking sites to look for their friends online to interact with them, chat, sharing information with them, upload videos and posts photos and comments etc. on networking site. People look for social media because for sharing their common interests and goals. Day by day, importance of social media has been increasing which has impact on online marketing. It has become a preferred in wide-ranging marketing tool that encourages two way communications between business and consumers.

**Source: - yourstory.com**

Social media is the term used to encompass the technology and practices that people use to share thoughts, information, opinion and online perceptive. It takes many different forms and which includes content in the form of text, audio, video, graphics etc.

In today's competitive world, the online brands were fighting for marketing their products online as well as create impact in the minds of consumers. Social networking sites helps to create interest in the brand and also to build trust in the mind of consumers which will leads to good brand building activity. For that traditional methods of advertising like television, print and outdoor media still used by companies but which cannot be trusted upon for confirm reach to their target audience. By using social networking media for marketing is increases and it is latest craze.

With emergence of social media, consumers have more control over information which is generated, created, organised and shared through social media. Consumers uses new media to participate in social networks, which enables them to create and share content, communicate with one another, and build relationships with other consumers. As consumers today spends a lot of time for creating contents which is user generated and posted on the internet, it behoves the business community especially for online shopping.

The increasing interest in the uses of social media marketing among a lot of companies especially the online shopping companies. The transformation of social media is an effective to all for building the relationship with consumers. Many companies have utilized social media marketing as a new network to reach their consumers.

- **Factors Influencing For Social Media Marketing:-**

Social Media has opened a new opportunity to e-marketers for marketing. The traditional 'word-of-mouth' publicity has been replaced by the 'word-of-web', This is due to increasing proportion for referring to social media sites, to get reviews of product before making payment for their online purchases which is now a days greatly influencing the buying behaviour of consumers.

Though many of e-commerce companies have an official website in these days, which has complete description about their products, prices, availability etc. consumers usually get engage with reading reviews and feedback from existing customers. People prefers before buying a product to get surety that the product is in best class and offers good value for money. This is where social media plays an important role in defining consumer behaviour. Customers who have Already used the product which describe their experiences, opinions, product and services strengths, drawbacks etc. this will help in spreading information.

## ➢ Online Marketing:-

Internet marketing is also called online marketing which has brought many unique benefits to marketing. The interactive nature of internet marketing provides instant response and directing response in both terms is unique and different from traditional marketing and which has huge scope. Online marketing refers to digital media such as web, e-mail which includes digital customer data management, electronic customer relationship management (e-crm). Effective online marketing requires well-formulated effective strategy to synergize a company's business model with website function and appearance, focusing on target market segments, proper advertising and promotional tools.

**Source: - www.marketing91.com**

New connecting technologies and internet has intense impact marketers and customers especially strategy. There were many regular marketing strategies and practices such as product standardization, store retailing, advertising were used. Accordingly marketers also develop new marketing strategies and hence perform for better matched in today's digital environment. E-marketing is an on-line attracting, motivating, communicating and retailing the customers. It focuses on communicating through line, using customer-directed dialogues,

finding new prospects, maintaining relationships and creating loyalty. This is for making it more convenient for the customers to do the business online with the firm. E-marketing is does the businesses through searching, attracting, interacting and creating loyal customers.

## ➢ Characteristics:-

Social media marketing is the promotion of products and services using social media platforms such as Facebook, Twitter, and LinkedIn. It is a subset of digital marketing, which encompasses both online and offline marketing techniques. Social media is vital for any company's marketing strategy. This is because the people, the customers, are spending a good chunk of their time on social media. Go where your customers are – this is a simple marketing philosophy applied here.

Social media marketing is a complex strategy that involves a variety of different tactics and platforms. There is a lot more to it than simply posting on Facebook and Twitter. It involves finding the right audience, delivering the right message, and measuring results. Social media is a fast-paced environment in which the content is determined by the users rather than the company.

The aim of social media marketing is to reach a wider audience and to increase brand awareness and reputation.

### 1) Participation

Social media encourages contributions and feedback from everyone. Social media includes the delivery of ideas at the time of online conversation. It tries to bridge the gap between companies and their audiences. People are enjoying this process of participation where they feel they have a voice, an impact.

### 2) Openness

What you do, what you say, everything is out there in the open. People are quick to call out any contradiction, foul play, or mistakes. Brands have to be honest, transparent, and authentic as negativity can destroy a brand's online reputation.

### 3) Relationship building

Social media is a two-way communication channel, requiring participation from both brands and customers. It is a must for businesses to make good connections with their target audience. Online conversation through various social media tools happens in real-time with real people. Engaging to build relations can go a long way for businesses.

### 4) Reliability

You need to consistently show your online presence to come off as reliable. Effective social media marketers actively use target social platforms to get involved with new users and

promote their offerings. They talk to their target audience regularly. Use social media as a means of trust-building.

**5) Community building**

Social media platforms are the right place to build communities quickly. This helps you communicate more effectively. Communities have common interests. These communities help you learn about your target audience. You can also support other communities that you think are good for your business.

**6) Customer service**

Customers must be taken care of. Social media networks are all about connecting with them and helping them understand how your service or product adds value to their lives. Social media is for providing value to customers, not just for blatant promotion.

## ➢ Importance of Social Media Marketing:-

An effective marketing campaign may include social media content and analysis. When using the platforms for your promotional projects, you can adopt methods to build a following of consumers who support the brand you represent. Learning how social media channels can benefit your marketing campaigns can help you develop strategies to reach target audiences in spaces that they frequent. In this article, we define the importance of social media in marketing endeavours and list eight benefits of having an active social media presence for a brand.

**1) Interact with target audiences**

As a brand, it can be essential to build relationships with members of your target audience. An official social media account delivers an opportunity to interact with consumers on the platforms they use frequently. You can control the narrative surrounding the brand by posting instructions on how to use its products, for example, or expressing appreciation to the community who invested in the company. The online presence can help the brand appear more personable, and consumers may feel more connected to the brand when they receive a direct response to their inquiries.

**2) Monitor online conversations**

Consumers often use their social media accounts to publish their thoughts about a brand. For instance, they may express excitement about the upcoming release of a product or service, share their feelings about an advertisement or encourage their followers to support the brand. When representing a company, being active on social media can provide insight into its public perception among key audiences. You can minimize the effects of a public relations crisis by identifying signs in social media chatter. You can also participate in

conversations about the company to further spread positive messages and strengthen promotional techniques.

**3) Boost brand awareness**

An active presence on social media can attract new consumers to a brand, which can have a positive effect on marketing initiatives. Consumers may search the name of a company on social media platforms to learn more information, browse its inventory and decide if it interests them enough to support it.

Social media may be the first place consumers may look to find the brand, so the existence of an account can sustain their interest and satisfy their curiosity. If the goal of your marketing campaign is to increase brand awareness, posting content relevant to the business in digital spaces can capture the attention of consumers who may not have seen it otherwise.

**4) Expand the reach of your messages**

Besides an increase in brand awareness, another benefit of social media in marketing is the boost in impressions the more people who see messages from the brand, the more successful your campaign can be. When consumers find social media content that interests them, they may share it to distribute it to their followers. More people may share it as a result, and the post may go viral, which means hundreds or thousands of people have encountered the same message from the company you represent. Expanding the reach can make it more likely that your target audiences saw your work.

**5) Advertise products and services**

The focus of your marketing campaigns may be to promote products or services that a company offers. Using social media advertisements can help you convince consumers to make purchases with the brand you represent. You can promote the benefits of the items and deliver a direct link that enables customers to shop online. Some brands may collaborate with social media influencers who have large followings and can further spread promotional messages about the items on sale. For every major item you add to an inventory, consider developing a plan to advertise it on several social media platforms.

**6) Learn about your competitors**

Besides online conversation about the company you work for, you can view public perceptions of competing companies. A competitor analysis on social media can help you stay informed about the success and mistakes of other brands that target the same demographics. You can use your findings to develop strategies to persuade consumers to choose your brand over similar brands.

**7) Evaluate the success of campaigns**

When you incorporate social media into your marketing campaigns, you can check the analytics to see how successful you were in reaching your target audiences. The analytics may indicate the amount of engagement your content received, including likes, comments

and shares. You can find the results by accessing them directly from the platforms, or you can use third-party applications to track metrics. If you use multiple social media channels, then it can be helpful to compare content performance to determine which channel is most impactful. Evaluating the success of your marketing endeavours can inform you of the methods that work.

**8) Maintain the relevance of a brand**

A consistent presence on social media can help keep your brand relevant to its target audiences. Relevance can enable consumers to recognize a business and remember why they support it. They may also feel inclined to continue sharing positive information about the brand and support it when it releases new products or services. Relevance can have a direct correlation to the longevity of a business. For example, a family-owned business that sells ice cream started in the early 20th century, but its large following and engaging content on social media has helped it remain recognizable to generations through the years.

## ➢ Basic Features:-

Social media marketing is one of the most important parts of the marketing strategy. With the increasing use of social media platforms, businesses have recognized the need to create an effective social media marketing plan to engage with their audience and promote their brand. In this blog post, we will discuss some of the key features of social media marketing.

**1) Content Creation:**

The first feature of social media marketing is content creation. Social media platforms offer various content formats such as text, images, videos, and live streaming. Businesses need to create high-quality, engaging, and relevant content to attract their audience's attention.

**2) Targeted Advertising:**

Social media platforms allow businesses to target their audience based on demographics, interests, and behaviours. This means that businesses can create ads that are specifically tailored to their target audience, which results in a higher conversion rate. Social media advertising is a powerful and cost-effective way for businesses to reach out to their target audience. Social media advertising cost varies depending on the platform, the size of the ad campaign, and other factors.

**3) Social Listening:**

Social media marketing also involves social listening, which means monitoring social media conversations related to a business's brand or industry. This allows businesses to identify customer feedback, complaints, and questions and respond promptly.

**4) Influencer Marketing:**

Influencer marketing is another popular feature of social media marketing. Businesses collaborate with social media influencers who have a significant following to promote their brand and products. This helps businesses to reach a wider audience and increase their brand awareness.

**5) Analytics and Reporting:**

Social media platforms offer analytics and reporting features, which allow businesses to track their social media performance. Businesses can analyze metrics such as engagement rate, reach, and impressions to measure the effectiveness of their social media campaigns.

**6) Customer Engagement:**

Social media marketing provides businesses with an opportunity to engage with their customers in real time. This means that businesses can respond to customer queries, complaints, and feedback promptly, which enhances customer satisfaction and loyalty

## ➢ Strategy:- The social Networking sites use as strategy:-

Social Media Site Comparison - Business / Brand Marketing

| | | | | | | |
|---|---|---|---|---|---|---|
| **Main Industry Impact** | B2C | B2B / B2C | B2B | B2C | B2C | B2C |
| **Social Media Site Focus** | Sharing of news, content, stories | Sharing of news, content, stories | Sharing of company and industry news/discussions | Sharing of news, content, stories | Sharing of informative and entertaining videos | Sharing of interesting products / websites |
| **Company Brand Presence** | Facebook Business Pages | Profile Page / Enhanced Profile Page | Company Pages Products and Recommendations Industry or Networking Groups | Google+ Page | Brand Channel and Custom Brand Channel | Boards |
| **Viral Brand Exposure Opportunities** | "Likes" or Comments on Content | Re-tweets of Follows | "Likes" or Comments on News, Group Discussions or Company Follows | Shares, Comments, +1's and Add to Circle Activity | Subscribe and Share Activity | Likes, Comments, Repins |
| **Impact on Website Traffic** | Direct links from content posted; eCommerce Store Apps | Direct links from content posted | Direct links from content posted | Direct links from content posted - Google+ Activity Influences Google Search Results | Direct links from content posted | Direct links from content posted |
| **Advertising Opportunities** | Facebook Ads Premium Ads Sponsored Stories | Promoted tweets Promoted Trends Promoted Accounts Enhanced Profile | LinkedIn Ads | n/a | Video Ads Reach Ads Display Ads | n/a |

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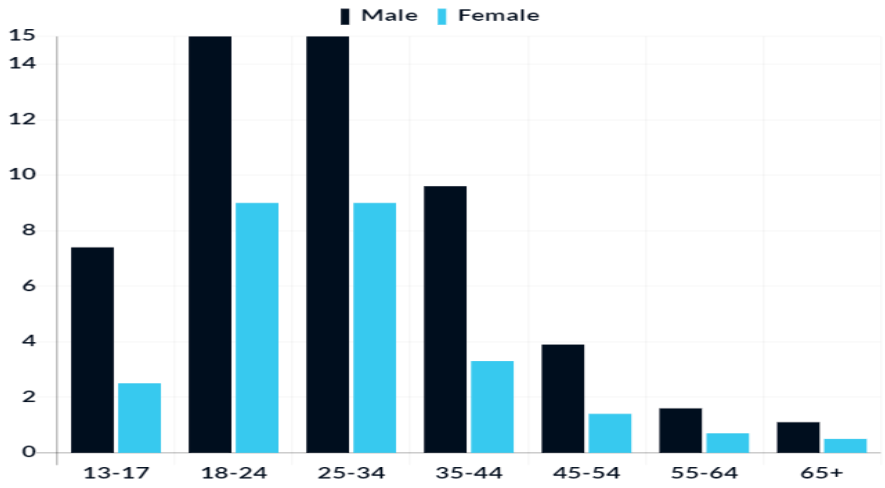
**Source: www.google.com**

## ➢ Online System in India:-

Throughout 2022, on average there are about **470.1 million** active social media users in **India** on a monthly basis with an annual growth rate of **4.2 %** in 2021-22 . This

represents about **33.4 %** of the total population. These social media users on average spend about **2.6** hours on social media and each on average have accounts on **8.6** platforms.




% of Total Social Media Users | Note: Meta's figure as reference, 2022

## ➢ Online System in Marathwada:-

**Marathwada** is a proposed state and geographical region of the Indian state of Maharashtra. It was formed during the Nizam's rule and was part of the then Hyderabad State. The region coincides with the Aurangabad division of Maharashtra. It borders the states of Karnataka and Telangana, and it lies to the west of the Vidarbha and east of Uttar Maharashtra regions of Maharashtra. The largest city of Marathwada is Aurangabad. Its people speak Marathi And Deccani Urdu (Hyderabadi Urdu).

population of 18,731,872 at the 2011 census of India.

## ➢ Online System in Parbhani:-

**Parbhani** is a city in Maharashtra state of India. It is the administrative headquarters of Parbhani District. Parbhani is one of the largest cities in Marathwada region. Parbhani is around 200 kilometres (120 mi) away from regional headquarters of Aurangabad while it is 491 km (305 mi) away from the state capital Mumbai.

Along with the entire Marathwada region, Parbhani was a part of the erstwhile Nizam State; later a part of Hyderabad State; after reorganization of states in 1956 it became a part of the then-Bombay state; since 1960, it has been part of the present Maharashtra state.

Parbhani is home to Vasantrao Naik Marathwada Agricultural University, which is one of only four agriculture universities in Maharashtra. Moreover, Parbhani also has an annual festival at Turabul Haq Dargah, which attracts lakhs of tourists each year. Parbhani is named after Goddess Prabhavati.

Population of Parbhani city is 307,170. Male and female populations are 157,628 and 149,563 respectively, a ratio of 949 females per 1000 males.

## ➢ List of Productivity System:-

Productivity systems are methodologies designed to help you be more productive or get more work done in less time. These systems do not perform the work for you but can help you organize and prioritize your work, making it easier to streamline your work and maximize your efficiency. Productivity systems include practices, guidelines, and methodologies that help perform tasks efficiently. There are many types of productivity systems, and the best ones are structured, yet flexible and easy to adopt.

### 1) The Simple To-Do List

The easiest and simplest of productivity systems is the to-do list. The system is based on a simple idea – break down all tasks into digestible, easily-tallied tasks, and enlist them, assigning different levels of priority. Your team members can keep their individual to-do lists, or you could use a cloud-based tool to maintain a shared team to-do list.

To-do lists work best for smaller teams or individuals as these are limited in what they can accomplish.

### 2) The Pomodoro Technique

Devised by Francesco Cirillo, this time management tool uses a timer to break the workday into short periods, spaced by breaks in between. You work in 25-minute sprints, with 5 minutes breaks in between. After 3 to 5 iterations of the cycle, you can take a more extended break.

Pomodoro blocks enable you to tackle larger, complex tasks into manageable stints, helping you remain focused during concentration time. No wonder it is widely believed as one of the best productivity systems for boosting performance.

### 3) The Getting Things Done (GTD) Method

This tool focuses on organizing all your to-do lists, priorities, and schedules into one productivity system. It works in a 5-step process of capture, clarify, organize, reflect and engage method. Seemingly, a bit complex at first, the GTD technique is valuable for goal achievement and can be customized to suit most needs.

**4) The Zen to Done (ZTD) System**

Zen to Done (ZTD) is different from Getting Things Done (GTD) in that it focuses more on personal development and habit optimization compared to individual tasks and projects. It follows a similar process as GTD, outlining all thoughts and narrowing them down to a handful of the most important tasks to be performed each day.

**5) Single Tasking**

As the name suggests, this productivity method aims to focus on only one task at a time by limiting any distractions. A few ways you can implement single-tasking into your work are by:

- Opening only one tab at a time
- Creating Calendar Blocks
- Turning off notifications
- Installing a social media blocking app

**6) Task Batching**

Task batching productivity system is based on the single-tasking method, the favourable working mechanism for your brain. Whenever multitasking, your brain is context switching, meaning getting distracted and losing time and energy.

In task batching, you can group similar tasks or task contexts in batches to prevent your brain from switching contexts and maximize productivity. The simple drag and drop method uses to put tasks into time slots that help boost productivity.

**7) Eat the Frog**

This method is about getting the most difficult task done first. This time management technique allows you to prioritize your tasks according to difficulty or importance, ensuring that you're working on what matters most at the earliest. Getting the most arduous task out of the way first thing in the morning can boost your confidence and help you get closer to your day's goals.

**8) The Eisenhower Matrix**

The Eisenhower matrix is a simple prioritization system that categorizes task priorities based on urgency and importance. It is made up of four quadrants, aiming to segregate tasks as "urgent but not important" and "important but not urgent." The categorization allows you to

focus all your efforts on urgent and important tasks first, so you get closer to your goals each day.

**9) Time Blocking**

This time management system breaks your work session into blocks and allocates jobs to designated blocks. You can decide the length of each block. This technique has a single-tasked, time-limited approach to enable you to work harder and faster.

**10) Time Boxing**

Time boxing method employs an approach opposite to time blocking. It schedules jobs such that you are not spending too much time on certain tasks, especially the time-consuming ones. Time boxing productivity methods are more conducive to projects with strict deadlines.

**11) Bullet Journaling**

Are you surprised to see bullet journaling on this list? Well, don't be. It's a way to not just organize your personal life but your professional one too. You can use this technique in a to-do list manner for daily tasks and keep a multifaceted record of long-term dreams, feelings, and daily responsibilities.

**12) The Daily Trifecta System**

This system aims to make your goals simpler to achieve and more organized. It helps you set realistic goals and accomplish not every task but only those that are most important. The daily trifecta works by focusing on three main things you want to accomplish each day by writing them down the previous night.

**13) Seinfeld Calendar System**

Also known as the 'Don't Break Chain' productivity system, this productivity tool comes from the books of comedian Jerry Seinfeld who used this unique calendar system.

The system works like this:

- Get a calendar that has a whole year on one page.
- Decide on your daily goal.
- With a red marker, draw a big X over every day when you accomplish your goal.

- Over time, you'll see a chain of Xs across the calendar, which will motivate you not to break the chain.

**14) Kanban**

One of the most straightforward productivity systems, Kanban lets you split your to-do list into three categories – to do, in progress, and done. The list is visually organized, so you can see an overall view of your work. The Kanban system helps streamline work using only two rules:

- Visualize your Work
- Limit your Work in Progress (WIP)

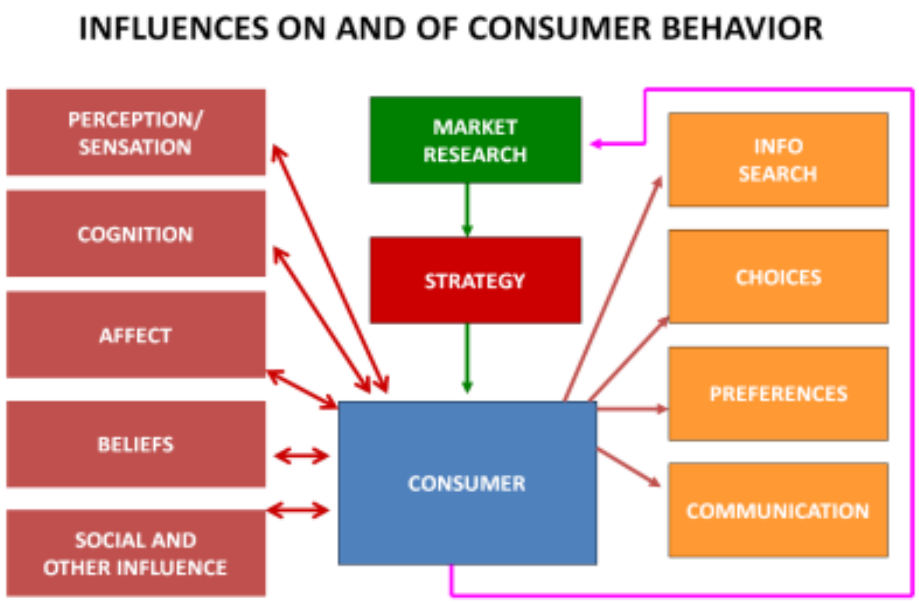
**15) The Ivy Lee Method**

Invented in 1918 by a business consultant named Ivy Lee, this method works by:

- Writing down six important tasks, you need to accomplish the next day
- Prioritizing the list in order of importance
- The next day, beginning with the first task on the list
- Work on each task until finished, then move on to the next task
- Add any unfinished task to the top of the next day's list

## ➢ Consumer Behaviour

It is the study about individual, group of individual and the method people use to purchase and use the product or service to satisfy their wants. The study combines various subjects which include economics, sociology, psychology and marketing. Consumer behaviour will make an attempt to find out the various factors which are behind the consumer decision making process for purchase of product. It also studies the demographic and psychological characteristics of consumers and how consumers are influenced by various factors such as friends, relatives , members in the family, co-workers, people living in the society.




Consumer behaviour, also known as client behaviour, provides information concerning client and his/her consumption patterns. An organization will still survive if it will offer client desires and demands with a comprehensive understanding of them. This shows the importance of studying client behaviour. This requires understanding client behaviour that isn't thus easy.

A group or individual in a group can make an influence on the behaviour of consumer. The group can be small or large in number. Some of the groups which will make on influence over an individual behaviour are members belong to family, workers in the organization, individuals living close to the consumer. Other group which may affect the individual consumer behaviour are workers union, associations, trusts, community group etc.. These groups do not have regular communication with the individual customer.

- **Various factors that affects consumer behaviour**

The factors that affect consumer behaviour are as follows:-

- **Various Marketing Factors:-**

There are various marketing factors which affecting consumer behaviour that is product, price, promotion and place of distribution.

1) **Product:-**

Product plays a very important role. There are various features of product like in which affect market behaviour.

Physical Appearance.

Packing and Packaging.

2) **Pricing:** Price is also important factor which affect consumer behaviour that is

Target customers

Price sensitivity

3) **Promotion:-**

There are various elements components of promotions that are advertising, publicity Which affect consumer behaviour. There are various elements components of promotions that are advertising, Publicity etc. which affect consumer behaviour.

4) **Place:-**

The channel of distribution are mainly of two types that is direct channel and indirect channel which affect marketing behaviour, marketers make an attempt to select proper channel of distribution.

- **Personal Factors:-**

There are various factors which affecting consumer behaviour that is.

1) **Age :-**

Age is the most important factor which affect consumer behaviour for example when consumer is younger that is teenager he may prefer trendy cloths where has an office executives may like to were formal clothing.

2) **Gender :-**

Gender is also important factor which affecting consumer behaviour like girls may prefer certain favourable colour like pink, purple peach whereas boys may like blue, black, brown and so on.

3) **Education:-**

The consumer who is educated may like to spend on book, personal care products and so on.

4) **Income level:-**

Income is also an important factor which affects consumer behaviour. Highly income person wants to spend more and vice- versa.

- **Psychological Factors:**

There are various Psychological Factors also which affects consumer

1) **Learning:-**

Learning means change in individual behaviour when a consumer by product online or way like perform and if he satisfied then he will always follow different social media Marketing.

**2) Attitude:-**

The response given by an individual during a given situation. There exists a positive attitude to a consumer.

- **Social Factors:-**

Social factors are also affecting Consumer behaviour like:-

**1) Reference groups:-**

It may be small or big team which contains co-workers, friends and others.

**2) Family:-**

Members of the family will influence the behaviour of the individual consumer and their contribution will be more when compared to others.

- **Cultural Factors:-**

**1) Culture.**

Culture is also an important factor which affecting consumer behaviour. For Example the culture of South Indian is different from North Indian. Whereas The culture of Indian is different from other countries too like.

**2) Sub-culture**

Sub-culture is yet another factor which affecting consumer behaviour

## ➢ Statement of Problem:-

With the advent of internet which transforms the uses of web based technology has increased through a succession of social networking sites that provides platform for businesses to get exposures for their brands in online market with aim to maximize profit and expand business with customer satisfaction.

The role of e-commerce has been used in industries which use online platforms like social media networking sites for end to end transactions for businesses. Studies further suggest that growth of e-commerce industries has been booming mainly due to penetration of social media marketing. Social media strategies have more impact of online marketing. There have been several investigates which have been carried out on social media and social networking sites.

There has been different types of social media marketing and social media technology that are been used by different firms as a business marketing strategy depend upon market penetration and branding for products which are made available online for customers. Consumers are been motivated with offers on online shopping through social media this impact the buying decisions of consumers on different industries.

## ➢ Needs & Significance of the Study:-

These is the need of Modern Generation to use the Social Media Marketing various aspects some as, Time Consuming, Money Saving, Physical transportation, Innovative Media System, Productivity Various.

The importance of study is targeted towards in the area of social media marketing and its impact on online purchases. The focus is on the all corporates spreading their businesses by using social media, which is used as a tool for promoting business on Facebook, Twitter, YouTube, LinkedIn etc. and on online buyers who purchases fast moving consumer products e.g. apparels like jeans, causals, formals, accessories like sunglasses, hand bags, watches etc. from online shopping sites. With a strategy to sale wide variety of brands with quality, reasonable prices and good services with offers and discounts which enhanced the customer relationship.

The study will help to understand, strategize and finalize marketing plans of the corporates in terms of expanding and penetrating the market, give competitive advantage, implementing customer relationship strategies etc. As well as the study is helpful to the society focusing on non-profit organisation like social clubs, charitable trust, Health Clubs, NGO etc. Social media is helpful to get connected with people in society through this Non-profit organisation can sell products, promote activities and various social programs organise by them.

## ➢ Objective of the Study:-

For the consideration of the need and significance of the study researcher was framed following objectives of the study:-

1) To study the social media marketing on online purchases system in Parbhani city.
2) To examine need of Social Media Marketing on online Purchases.
3) To identify the Factors influencing the Social Media Marketing in the study domain.
4) To understand the productivity and utility of the social media marketing.
5) To evaluate the performance of social media marketing.
6) To focus the impact of social media marketing on consumer behaviour.
7) To suggest some measures to improve the performance of social media marketing.

## ➢ Hypothesis of the Study:-

1) Social Media Marketing was played vital role in the development of online transaction system.
2) Social media marketing was having good impact on consumer in online purchase system
3) No. of consumers are using the social media marketing on their buying and selling transaction.

## ➢ Research Methodology:-

The study of the research methodology has become increasingly important in the face of the fast moving technology and increasing complexities in the trade and commerce. The research methodology is considered as on the effective aid towards solving social and economic problems.

Research methodology is way to systematically solve the business problems. It may be understood as the science of studying how research is done scientifically. According to prof. C.R. Kothari, "research methodology refers to the various sequence steps to be adopted by researcher in studying a problem with the certain objects in view." The research methodology deals with the social and the business phenomenon. It studies behaviour of human being as member of society and their feelings, response, attitude in a different circumstance. Research methodology is carried on both for the discovering new facts and verification of the old one.

The researchers not only need to know how to develop certain tests , how to calculate the mean , mode and median and the standard deviation on chi square test , how to apply particular techniques , but they also needs to know how which of these methods are relevant and which are not relevant and what would they mean and indicate and why . the researchers also needs to understands the assumptions underlying various techniques and they need to know the criteria by which they can decides that certain techniques and procedure which will be applicable to certain the problem and other will not . All this means that it is necessary for the modern researcher to design this methodology for his social or business problems as the same may differ from problem to problems.

## ➢ Data collection

The data and information is collected for the present study through two main sources

1) Primary sources
2) Secondary sources

## ➢ Primary Sources

Primary source includes the survey conducted for collected data and also opinions of social media actively users, Employees, on-line Customers. Also questionnaires and interviews used for collecting the primary data.

### ➢ Secondary Sources

The secondary data is collected through the following sources:
Secondary source includes the various books and journals, Magazine, Newspapers, Articles and various published documents and different records related, consumer behaviour books, broachers in online advertisement, Present study of impact of social media marketing on online purchases.

## ➢ Sample Selection:-

The researcher will use the sampling selection for analysing the data as follows. In the area of Parbhani District there are 10 Social Media Channel and some of Actively Social Media Users and consumer of online purchaser. Collected data are presented, analysed and interpreted through the various statistical tools and techniques such as

### ➢ Tabulation Method

After the plan is execute and data is classified in the form of tables. The simple countable tables will be prepared and classified manually.

### ➢ Statistical Tools

The conclusions will be drawn by utilizing various statistical tools such as correlation, percentage, growth rates, average, graph, ratio, pie charts etc.

## ➢ Scope and Limitation of Study:-

The Scope the study is limited to impact of social media marketing on Impact of Social Media Marketing on the Development Productivity System and Consumer Behaviour from Marathwada Region with Special Reference to Parbhani District, by providing the productivity and consumer behaviour in Parbhani City. Consideration of Limitation Such as Researcher, time limit, money, electricity, internet, lack of knowledge innovative research and the duration for the study with confirmed only online basis. The Study focused on aspect of impact on Productivity and Consumer Behaviour.

The presence study confirmed to Parbhani city on the basis of social media marketing & their impact on productivity also the consumer behaviours hence the researcher will be undertake the social media factors are included to understand the impact of social media marketing completion on thesis.

- The Research Area was limited to Parbhani District Only.
- Time consuming process.
- Consumer gives different feedback.

## ➢ Chapter Scheme

(1) Introduction.
(2) Review of Literature.
(3) Profile of Study Area.
(4) Significance of Online Social Media Marketing.
(5) Impact of Social Media Marketing.
(6) Finding & Conclusions.

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